

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
21 May 2004 (21.05.2004)

PCT

(10) International Publication Number
WO 2004/043067 A2

(51) International Patent Classification⁷: **H04N 7/00**

(21) International Application Number:
PCT/IB2003/004571

(22) International Filing Date: 15 October 2003 (15.10.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
02079681.9 8 November 2002 (08.11.2002) EP

(71) Applicant (for all designated States except US): **KONINKLIJKE PHILIPS ELECTRONICS N.V.** [NL/NL];
Groenewoudseweg 1, NL-5621 BA Eindhoven (NL).

D., P. [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **TOL, Ronald, M.** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL). **HAISMA, Nicoline** [NL/NL]; c/o Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

(74) Agent: **UITTENBOGAARD, Frank**; Philips Intellectual Property & Standards, Prof. Holstlaan 6, NL-5656 AA Eindhoven (NL).

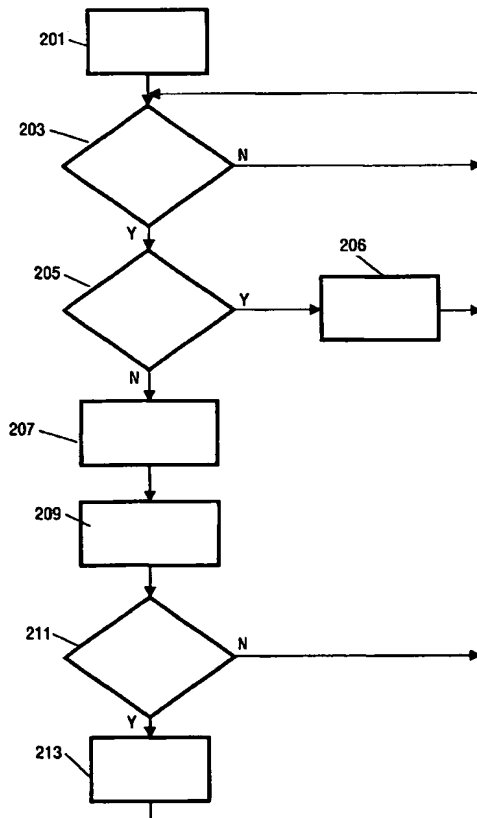
(81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(72) Inventors; and
(75) Inventors/Applicants (*for US only*): **LEURS, Nathalie**

(84) Designated States (*regional*): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),

[Continued on next page]

(54) Title: **RECOMMENDER AND METHOD OF PROVIDING A RECOMMENDATION OF CONTENT THEREFOR**



(57) Abstract: The invention relates to a system for recommending content items. A user profile processor (113) determines (201) a user preference profile for a user for different categories of content. When a content item is received (203), a recommender processor (111) determines (205) if a first content item correlates with the user preference profile. If there is such an associative correspondence, the content item is recommended (206) to the user. If not, the recommender processor (111) determines (211) if the received content item comprises at least a first characteristic having an associative correspondence to at least a second characteristic of a second content item having a high user preference. If there is such an associative correspondence, the received item is recommended to the user. The associative correspondence may be determined to exist if textual descriptions for the two content items comprise similar words. The invention allows an increased diversity in recommendations and is particularly suitable for a Private Video Recorder.



Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

TR, TT, TZ, UA, UG, UZ, VC, VN, YU, ZA, ZM, ZW, ARIPO
patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG,
ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU,
TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE,
DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT,
RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG)

Declaration under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for the following designations AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN,*

Published:

- *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.